

**Marketing:**  
**Marketing & Management II**  
**Advanced Strategies**  
**Course Code # 5001**  
**½ Credit \_\_\_\_\_ 1 Credit \_\_\_\_\_ 2-3 Credits \_\_\_\_\_**

School Year \_\_\_\_\_

Term: \_\_\_\_ Fall \_\_\_\_ Spring

Standards to be completed for ½ credit are identified with one asterisk (\*).  
 Additional standards to be completed for 1 credit are identified with two asterisks (\*\*). A work-based component for 2-3 credits is identified by three asterisks(\*\*\*)

Student:	Grade:
Teacher:	School:
# of Competencies in Course: ½ credit =27, with Work-Based Learning = 31, 1 credit = 45, With Work-Based Learning = 49	
# of Competencies Mastered:	
% of Competencies Mastered:	

**\*Standard 1.0 The student will evaluate the role of management.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Distinguish the functions of management			
1.2	Examine the levels of management			
1.3	Analyze the various management styles			

**\*Standard 2.0 The student will analyze the role of management/business ownership in a global society.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Analyze the forms of business ownership/organization and their legal formation			
2.2	Assess the importance and purpose of a business plan			
2.3	Compare and contrast the role of an entrepreneur with that of a manager			

**\*Standard 3.0 The student will prepare financial documents relevant to business operations.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Examine the role of financing			
3.2	Assess the importance of capital funding for a business			
3.3	Distinguish the various financial documents for business operations			

**\*\*Standard 4.0 The student will assess the role of risk management in marketing.**

Learning		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Analyze the nature of risk management			
4.2	Categorize the types of business risks			
4.3	Examine strategies for reducing business risks			

**\*\*Standard 5.0 The student will examine the concepts of market research and analysis.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Evaluate the need for marketing information			
5.2	Analyze the environments in which businesses conduct research			
5.3	Experiment with procedures for gathering marketing information, using technology			

**\*\*Standard 6.0 The student will analyze purchasing in marketing management.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Assess the importance of the purchasing decisions			
6.2	Solve purchasing and stock calculations			

6.3	Examine the necessity of a purchasing plan		
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**\*\*Standard 7.0 The student will employ human resource skills used by a marketing manager/entrepreneur.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Analyze the responsibilities of marketing managers/entrepreneurs			
7.2	Compare and contrast the components of managerial communication			
7.3	Assess proper interpersonal skills necessary in marketing management/entrepreneurship			

**\*\*Standard 8.0 The student will examine product/service planning.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Examine the components of products/service planning			
8.2	Assess the importance of extended product/service features			
8.3	Evaluate the importance of branding, packaging, and labeling			

**\*\*Standard 9.0 The student will evaluate pricing strategies.**

Learning		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Distinguish the importance of price planning			
9.2	Determine pricing strategies			
9.3	Analyze pricing mathematical procedures			

**\*Standard 10.0 The student will demonstrate organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
10.1	Demonstrate a knowledge of DECA			
10.2	Utilize critical thinking in decision-making situations			
10.3	Identify and develop personal characteristics needed in leadership situations			

**\*Standard 11.0 The student will understand the importance of academic integration in the area of marketing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
11.1	Generate original ideas, based on prices, knowledge and research			
11.2	Utilize proper grammar through business interactions			
11.3	Create promotional works of art (ex., advertisement)			
11.4	Evaluate diversity in domestic and international markets			
11.5	Utilize math formulas in basic marketing calculations			
11.6	Assess the use of mathematical/accounting principles in marketing and management			
11.7	Utilize graphs to illustrate quantitative data			
11.8	Analyze components of a financial plan			
11.9	Compare and contrast international exchange rates			
11.10	Discuss resources available (natural)			
11.11	Examine social responsibility in business			
11.12	Evaluate environmental laws			
11.13	Explore buying motives of consumers			
11.14	Analyze vital statistics of a population (demographic, geographic, psychographic)			
11.15	Analyze product/business from an historical perspective			

**\*\*\*Standard 12.0 The student will demonstrate Marketing and Management II – Advanced Strategies in a work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
12.1	Apply principles of marketing and management to a work-based situation			
12.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities			
12.3	Evaluate and apply principles of ethics as they relate to the work-based experience			
12.4	Employ the principles of safety to the work-based experience			

Additional comments:

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